

Message Text

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FROM AMCONSUL ALEXANDRIA

COMMERCE BIC FOR NE ACTION GROUP

E.O. 11652: NA

TAGS: BEXP, BTIO, EG

SUBJECT: BIDDING ON EGYPTIAN OFFERS TO BUY

1. CONGEN HAS NOTICED A REGRETABLE TENDENCY BY MANY US BUSINESS FIRMS TO REPLY TO TRADE OPPORTUNITIES SUBMITTED FROM THIS POST BY MERELY SENDING BROCHURES OR ADVERTISING MATERIAL (MOST OFTEN WITHOUT PRICE LISTS) IN RESPONSE TO REQUESTS FOR PRICE BIDS AND DELIVERY DATES ON SPECIFIC AND WELL DESCRIBED GOODS OR SERVICES.
 2. WE ARE SEAKING PRIMARILY IN TERMS OF PUBLIC SECTOR PURCHASES WITH TENDERS WELL ABOVE THE ONE HUNDRED THOUSAND DOLLAR RANGE. WE RECOGNIZE THE DIFFICULTY FOR U.S. FIRMS TO RESPOND TO SOME TENDERS THAT ALLOW ONLY A SHORT TIME PERIOD FOR BIDS. HOWEVER, THE DOLLAR VALUES INVOLVED IN THESE PURCHASES SEEM SUFFICIENT TO MERIT MORE INTEREST THAN WE APPEAR TO BE GENERATING. WE HAVE RECEIVED FREQUENT INQUIRIES FROM LOCAL AGENTS ON THIS SUBJECT AND HAVE BEEN ASSURED THAT US PRODUCTS ARE PREFERRED AND ARE PRICE COMPETITIVE. THESE LOCAL AGENTS CAN PURCHASE THE NECESSARY BID SPECIFICATION (IF A CHARGE IS MADE) AND ARE PREPARED TO CORRESPOND TELEGRAPHICALLY WITH INTERESTED US FIRMS IN ORDER TO MEET SHORT BID DEADLINES. YET, IN SPITE OF LOCAL AGENT PREPAREDNESS AND OFTEN SUBSTANTIAL
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SALES INVOLVED, IT IS NOT UNCOMMON FOR US FIRMS TO RESPOND

WITH PRO FORMA LETTER AND BROCHURE ASKING THAT INTERESTED PARTY CONTACT THEM.

3. IT IS DIFFICULT TO EXPLAIN THESE RESPONSES WHEN ORIGINAL TENDER INFORMATION SUPPLIED IN TRADE OPPORTUNITY REPORTING FOR DISTRIBUTION TO US FIRMS IS FULLY DETAILED AND SPECIFICALLY ASKS FOR PRICES AND DELIVERY DATES AND CONDITIONS. POSSIBLY COMPUTER PRINTOUTS MAY NOT MAKE IT CLEAR THAT THERE IS LITTLE SENSE IN REPLYING TO SUCH TENDERS UNLESS THE SPECIFIC INFORMATION REQUESTED IS TO BE SUPPLIED, BUT SUPPLIERS MUST UNDERSTAND THAT AN ADVERTISING BROCHURE SIMPLY IS NOT ENOUGH.

4. SHOULD AN INDIVIDUAL FIRM FIND THE INFORMATION SUPPLIED BY THE POST INSUFFICIENT, WE CONTINUE TO BE PREPARED TO PROVIDE THE NAME AND ADDRESS OF ONE OR MORE AGENTS WHO IS MORE THAN WILLING TO ENGAGE IN COMMUNICATION WITH THE SAID FIRM. BUT TO RELY ON THE POSTAL SERVICE TO MEET SHORT BID DEADLINES IS SIMPLY UNREASONABLE. WE WILL THEREFORE CONTINUE TO RECOMMEND THAT INTERESTED PARTIES CABLE THEIR BIDS AND SPECIFICATIONS DIRECTLY TO LOCAL AGENTS.

5. WE REALIZE THAT NOT ALL US BUSINESSES ARE REALLY CAPABLE OF EFFICIENT EXPORT EFFORTS, BUT WE ALSO WOULD LIKE TO PRESERVE AND ENHANCE US BUSINESS IMAGE AND TO TRY TO SEE THAT US FIRMS SEEKING EXPORT SALES DO NOT ENGAGE IN FRUITLESS CORRESPONDENCE. WE FEAR THAT US BUSINESS IS LOSING OUT ON SOME POTENTIAL LARGE SALES IN EGYPT TO FOREIGN FIRMS WHO RESPOND MORE QUICKLY AND MORE FULLY TO INQUIRIES AND OFFERS FROM THE EGYPTIAN MARKET. SIGNED CHASE.
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